

The Guide: Benefits of a Company Website

Unfortunately, for most small business owners, creating a website can feel like just one more chore.

Take Bill Corbett, a parenting coach in Enfield, Conn., and owner of [Cooperative Kids](#). Corbett has a full schedule – writing articles for his syndicated column, working on his book and teaching classes. Updating a website was the last thing he wanted to worry about.

But, he soon realized you have to be online to compete in this fast-paced information age. Since going live with his website and seeing how easy it can be, the feeling of hesitation fled. Now, Corbett uses his site to communicate directly with clients, sell products and publish articles.

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The bottom line is that every business should at least understand the benefits of creating a website. If, for no other reason, other than there are over 1.7 billion Internet users worldwide. What's more, 75% of users said they purchased something online, according to Plunkett Research, Ltd.

With the amount of people surfing the Internet, it's important to have an online presence. And a website is an easy way to do it. Just in case you're looking for further proof, let's consider a few more of the truths about doing business in today's world.

Reason 1: People turn to the Internet for information

Consumers are savvier than ever these days. People put in a lot of time and effort to conduct detailed research before deciding to buy. In fact, 63% of people use the Internet as their first resource when looking for a local service or product, according to a 2009 Webvisible/Nielsen study.

Of 3,000 people surveyed, 47% said they are more likely to purchase services or products from a small business with a website, according to a recent Discover Small Business Watch Survey. This indicates that people are more willing to trust businesses that have a website – but we will get to that later.

Additionally, putting your business online increases the chance that you will be listed in search sites, like Google®, Yahoo® and Bing™. This will help people find your business online and direct them to your website or store.

Reason 2: A website could bring in more money

Michelle Braun, owner of Final Touch Housekeeping in Aurora, Colo., recently told Vistaprint that she saw an increase in business after creating a website. Braun initially used flyers and other printed materials to promote her business, but customers kept asking for her web address. She soon got a successful website up and running in July 2009.

“In the last year, we’ve probably done bids for 500 or 600 people, all contacted through our website,” said Braun.

A website will be an inexpensive solution, yielding great returns on your investment. And that’s what it’s all about. With over [\\$3.6 billion dollars](#) spent online in 2009 – it’s time to get in the online game.

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Reason 3: A website will save you time

We understand the challenges micro businesses face every day. Fortunately, a website can dramatically lighten your load. Your site can tell customers your hours of operation and information on your products and services. You’ll spend more time running your business and less time on the phone talking about it.

Your website acts as your own personal sales team. It’s a place where customers can learn about your company at their convenience. While your store or business isn’t open 24 hours, your website is. This allows customers to find you at anytime.

Reason 4: A website will build your credibility

The truth is, with so many customers shopping and searching for information online, without a website, you could get passed-by. Simply having a website positions your company as more established and “with it.” Plus, it allows you to give customers a visual sample of your products and services 24 hours a day, 7 days a week.

There’s a good chance your competitors probably already have a website, and that’s why you should consider creating your own. And, if they don’t, well, that just gives you yet another advantage over them.

Simply put, you need a website

Bottom line. An online presence will give you an advantage. For some, that will just mean a few more sales. For others, it could add up to a whole lot more. In fact, with only [44% of small businesses](#) operating a website, now's the time for your business to get online and distinguish itself from the rest.

Let's recap on what a website can do for your business:

- Help customers find you when searching online
- Sell products and possibly increase revenue
- Save your valuable time
- Give your business a professional look and more credibility

Are you ready to create your own website? It's easy.

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